

COMMERCIAL CORRIDORS FACADE IMPROVEMENT PROGRAM



PROGRAM GUIDELINES

PURPOSE:

The City of Greenville's Commercial Corridors Facade Improvement Program (FIP) provides financial and technical design assistance to commercial property owners and business owners in targeted commercial corridors for qualified facade improvements. The purpose of the FIP is to support the revitalization of the City's commercial corridors by stimulating private investment in high-quality improvements that enhance the appearance of buildings and properties and eliminate blight and non-conforming design standards.

FACADE IMPROVEMENT COMMITTEE:

The Facade Improvement Committee (FIC) is a four-person committee, consisting of two City staff members and two members of the Greenville chapter of the American Institute of Architects (AIA).

ELIGIBILITY:

Maximum Allowable Award: The program provides for a one-time reimbursement, up to \$10,000 per property, for eligible facade improvements. The applicant is eligible for a 50% reimbursement on expenses equal to or less than \$10,000. For additional expenses above \$10,000, the City will reimburse the applicant up to 20% of eligible expenses. The maximum award amount is \$10,000.

Example: If the applicant's total approved expenses equal \$25,000, he/she would be eligible for an \$8,000 reimbursement grant. $[(\$10,000 \times 50\%) + (\$15,000 \times 20\%)] = \$8,000$

Multiple Buildings/Parcels: Improvements made to multiple buildings on a single parcel are only eligible for the above stated amount. Improvements made to a single building located on multiple parcels (under same ownership) are only eligible for the above stated amount. However, the FIC reserves the right to grant special exceptions for reimbursements greater than the above stated maximum in the event that an applicant's proposed improvements exceed what is required by the City's design standards and have the potential to make a significant impact on the corridor.

Eligible Applicants: Eligible applicants include owners of **commercial properties** and owners/managers of businesses located in designated commercial corridors within the City of Greenville. Business owners/managers who are leasing a building for which improvements are proposed must submit an *Owner Consent Form* with their completed application. Only businesses whose existing use is allowable by the City's current codes and regulations are eligible for funding through the FIP. The FIC reserves the right to deny funding to applicants who are delinquent on payment of fines or fees.

Eligible Areas: The FIP is currently available in the following commercial districts:

- **Augusta Street:** *Augusta Street from Vardry Street to Mauldin Road*
- **Laurens Road @ Pleasantburg Drive:** *Laurens Road from Webster Road to Lindsay Avenue and Pleasantburg Drive from Antrim Drive to south of Keith Drive.*
- **Pete Hollis Boulevard/Rutherford Street:** *See map for eligible area.*
- **Stone Avenue:** *Stone Avenue from Rutherford Street to Church Street*
- **Wade Hampton Boulevard:** *Wade Hampton Boulevard from Stone Avenue to North Pleasantburg Drive*
- **West Greenville:** *See map for eligible area.*

Eligible Expenditures: For purposes of this program, eligible expenditures shall include expenses related solely to those exterior improvements which are eligible for reimbursement, as outlined in the program guidelines and determined by the FIC; excludes expenditures related to interior improvements, ordinary repair and maintenance, improvements required as a result of code violations, or other expenditures deemed ineligible by the FIC.

- Eligible improvements include exterior building improvements (cosmetic and/or structural), signage, lighting and landscaping, which are visible from the street. Examples include, but are not limited to: exterior painting or surface treatment, decorative awnings, window and/or door replacements or modifications, storefront enhancements, landscaping, irrigation, streetscape, outdoor patios and decks, exterior wall lighting, decorative post lighting and architectural features. Fees for architects, engineers or other design consultants are also eligible expenditures.
- Any renovations that are solely the result of *ordinary repair and maintenance* are not eligible for funding through the FIP. *Ordinary repair and maintenance* is defined as “any work, the purpose and effect of which is to correct or prevent any deterioration or decay of, or damage to, a structure, site or any part thereof and to restore the structure or site, as nearly as may be practicable, to its condition prior to such deterioration, decay or damage using materials which are of a design, color and outer appearance as close as practicable to the original.”
- Improvements that are required as a result of a violation notice or citation are not eligible for funding through the FIP. However, improvements that are the result of voluntary compliance and the applicant’s desire to bring a property into conformance with the City’s current design standards will be considered.
- Site furnishings, amenities, non-permanent structures and movable equipment are not eligible for funding through the FIP.
- Improvements must be consistent with recommendations set forth in master plans for the area in which the property is located.
- All work must be completed by licensed contractors, legally operating in the City of Greenville. The applicant is responsible for obtaining necessary building/site permits for all work. Applicants should contact the City’s Building Codes & Permits Department for assistance with permitting.

APPLICABILITY:

Please reference the City of Greenville, Land Management Ordinance: *Design Standards and Guidelines for Non-Residential Development, Sign Regulations, Landscaping Standards and Exterior Lighting Standards*.

Exterior Building Improvements: The *Design Standards and Guidelines for Non-Residential Development* shall apply to new construction, renovation or reconstruction of existing structures that exceeds twenty-five percent (25%) of the current fair market value of the structure. For purposes of this program, proposed improvements that do not exceed twenty-five percent (25%) of the current fair market value must strive to meet the intent of these standards to the extent practicable. Improvements made to existing buildings will receive priority for funding. Grants for new construction and/or demolition may be considered by special exception from the FIC.

Signage: Any new signage must comply with the current *Sign Regulations*. Expenses related to the removal of a non-conforming sign and subsequent replacement with a new conforming sign (if applicable) are eligible, as long as the removal and/or replacement is not required as a result of a violation notice or citation. Construction of new signage (where it previously did not exist) is not eligible for funding, unless by special exemption from the FIC.

Landscaping: Only landscaping improvements that bring sites into compliance with the City's *Landscaping Standards* (to the extent practicable) will be eligible for funding through the FIP. Landscaping improvements completed in conjunction with building and site improvements will receive priority over those done without additional improvements.

APPLICATION PROCESS:

APPLICANTS ARE ENCOURAGED TO CONTACT THE CITY'S ECONOMIC DEVELOPMENT DEPARTMENT TO REVIEW THE PROJECT PRIOR TO SUBMITTING A COMPLETED APPLICATION.

All applicants must submit the following information to the Facade Improvement Committee:

- I. Completed application
 - II. Photographs of existing facade
 - III. Plans and/or elevations of proposed improvements
 - IV. List and/or description of materials to be used
 - V. Detailed cost estimates/bids for proposed improvements
 - VI. If applicant is property owner: Proof of Property Ownership
OR if applicant is not property owner: Owner Consent Form
- Upon receiving a completed application, a representative from the City's Economic Development Department will arrange a meeting with the FIC to review the proposal. **The completed application and additional required documents must be approved by the FIC prior to commencement of work.**
 - The FIC will then provide written notification to the applicant stating whether the proposed facade improvements have been approved as submitted, approved with changes or disapproved. The FIC will also advise the applicant of the anticipated amount of reimbursement authorized, provided the improvements are completed as approved.
 - The FIC has the authority to request modifications of a proposed design to ensure the appearance of the site or building will be compatible with the character of the surrounding neighborhood. If the applicant chooses not to make the modifications as requested, the committee reserves the right to deny funding.
 - The FIC reserves the right to request further information from the applicant or visit the applicant's property in an effort to evaluate the merit of applicant's proposed facade improvement.
 - Projects deemed eligible for reimbursement must be completed within one year of receiving approval by the FIC. The FIC reserves the right to deny funding to projects not completed within one year of approval.

REIMBURSEMENT PROCESS:

Applicants who qualify for funding must document all expenditures and provide the FIC with proof of payment (receipts, paid invoices, etc.) for all eligible improvements within 30 days of completion. Once construction is complete, the FIC will visit the project to ensure that it complies with the approved plans. The applicant will then be provided with a one-time reimbursement for the approved amount. Reimbursement checks will be issued by the City of Greenville, Economic Development Department.